

محتوى التكوين

المادة

إدارة الأعمال الدولية

Contenu programmé	Semaine
Introduction to International Business Management (1)	Semaine 1
Introduction to International Business Management (2)	Semaine 2
The International Business Environment: From a Planned Economy to a Market Economy	Semaine 3
Theories of Trade	Semaine 4
Foreign Direct Investment and Internationalization	Semaine 5
The Multinational Corporation: How they differ from National Companies	Semaine 6
Organizing and Structuring International Operations	Semaine 7
International Leadership	Semaine 8
Managing Marketing and Supply Chains in International Operations	Semaine 9
Managing Finance in International Operations	Semaine 10
The Strategic Role of International Human Resource Management (IHRM)	Semaine 11
Managing Across Cultures: Cultural differences	Semaine 12
Managing Across Cultures: Ethical Dilemma	Semaine 13